

## **IN THE CLAIMS**

This listing of claims will replace all prior versions, and listings, of claims in this application. An identifier indicating the status of each claim is provided.

### **Listing of Claims:**

1. (Currently Amended) A method of creating a web site, comprising the steps of:
  - receiving data entry including selection of an industry type;
  - determining one or more characteristics for each of one or more web site features in response to the data entry;
  - creating a framework of the web site based upon the one or more determined characteristics for each of the one or more web site features;
  - retrieving web site data in accordance with the created framework of the web site;
  - creating one or more pages of the web site based upon the framework of the web site and the retrieved web site data;
  - generating one or more interfaces to one or more external components on the one or more pages of the web site,
    - wherein at least one of the external components includes a call back function that requests a specified message to be forwarded to the external component such that the external component can respond to the message in a predetermined manner;
  - registering the one or more interfaces of the one or more external components; and
  - presenting the created web site.

2. (Previously Presented) The method as claimed in claim 1, further comprising the step of storing the framework of the web site.
3. (Original) The method as claimed in claim 1, wherein the retrieving step includes retrieving particular web site data based upon characteristics of a device for accessing the web site.
4. (Original) The method as claimed in claim 3, wherein the device is a general-purpose computer.
5. (Original) The method as claimed in claim 3, wherein the device is a wireless device.
6. (Original) The method as claimed in claim 3, wherein the device is a multi-purpose input-output device.
7. (Previously Presented) The method as claimed in claim 1, wherein one of the web site features is web site content.
8. (Previously Presented) The method as claimed in claim 1, wherein one of the web site features is web site layout.
9. (Previously Presented) The method as claimed in claim 1, wherein one of the web site features is web site navigation.

10. (Previously Presented) The method as claimed in claim 1, wherein one of the web site features is web site component applications.

11. (Previously Presented) The method as claimed in claim 1, wherein one of the web site features is web site colors.

12. (Previously Presented) The method as claimed in claim 1, wherein one of the web site features is web site theme.

13. (Previously Presented) The method as claimed in claim 1, wherein one of the web site features is web site framework.

14. (Previously Presented) The method as claimed in claim 1, wherein one of the web site features is web site graphics.

15. (Previously Presented) The method as claimed in claim 1, wherein one of the web site features is web image set.

16. (Previously Presented) The method as claimed in claim 1, wherein one of the web site features is platforms for accessing the web site.

17. (Previously Presented) The method as claimed in claim 1, wherein the framework of the web site is generated from one or more predetermined subsets of characteristic frameworks corresponding to at least one of the one or more determined characteristics.

18. (Previously Presented) The method as claimed in claim 17, wherein the framework of the web site is generated pseudo-randomly.

19. (Previously Presented) The method as claimed in claim 17, wherein the framework of the web site is generated in a non-deterministic manner.

20. (Previously Presented) The method as claimed in claim 17, wherein the framework of the web site is generated randomly.

21. (Original) The method as claimed in claim 1, wherein at least one of the one or more characteristics is determined from one or more predetermined subsets of characteristics corresponding to at least a portion of the data entry.

22. (Original) The method as claimed in claim 21, wherein the at least one of the one or more characteristics is determined pseudo-randomly.

23. (Original) The method as claimed in claim 21, wherein the at least one of the one or more characteristics is determined in a non-deterministic manner.

24. (Original) The method as claimed in claim 21, wherein the at least one of the one or more characteristics is determined randomly.

25. (Previously Presented) The method as claimed in claim 1, wherein the web site data is retrieved from a predetermined web site data subset corresponding to at least a portion of the framework of the web site.

26. (Original) The method as claimed in claim 25, wherein the web site data is retrieved pseudo-randomly.

27. (Original) The method as claimed in claim 25, wherein the web site data is retrieved in a non-deterministic manner.

28. (Original) The method as claimed in claim 25, wherein the web site data is retrieved randomly.

29. (Original) The method as claimed in claim 1, wherein the web site data is retrieved from a predetermined web site data subset corresponding to at least one of the one or more determined characteristics.

30. (Original) The method as claimed in claim 29, wherein the web site data is retrieved pseudo-randomly.

31. (Original) The method as claimed in claim 29, wherein the web site data is retrieved in a non-deterministic manner.

32. (Original) The method as claimed in claim 29, wherein the web site data is retrieved randomly.

33. (Original) The method as claimed in claim 1, further comprising the step of storing the one or more determined characteristics.

34. (Previously Presented) The method as claimed in claim 1, further comprising the step of modifying one of the characteristics of one of the web site features without changing at least one of the characteristics of at least one other of the web site features.

35. (Previously Presented) The method as claimed in claim 34, wherein when the one characteristic of the one web site feature is modified, none of the characteristics of the other web site features is thereby modified.

36. (Previously Presented) The method as claimed in claim 34, wherein the framework of the web site is regenerated upon the modification of the one characteristic of the one web site feature.

37. (Previously Presented) The method as claimed in claim 36, further comprising the step of storing the regenerated framework of the web site.

38. (Previously Presented) The method as claimed in claim 34, wherein the one characteristic of the one web site feature is modified in one or more predetermined manners based upon one or more characteristics of one or more of the other web site features.

39. (Original) The method as claimed in claim 34, further comprising the step of storing the modified characteristic.

40. (Previously Presented) The method as claimed in claim 1, further comprising the step of modifying one of the characteristics of one of the web site features wherein the framework is regenerated upon the modification of the one characteristic of the one web site feature.

41. (Previously Presented) The method as claimed in claim 40, further comprising the step of storing the regenerated framework of the web site.

42. (Original) The method as claimed in claim 40, further comprising the step of storing the modified characteristic.

43. (Previously Presented) The method as claimed in claim 1, further comprising the step of modifying one of the characteristics of one of the web site features, wherein the one characteristic of the one web site feature is modified in one or more predetermined manners based upon one or more characteristics of one or more of the other web site features.

44. (Original) The method as claimed in claim 43, further comprising the step of storing the modified characteristic.

45. (Previously Presented) The method as claimed in claim 1, further comprising the step of modifying one of the characteristics of one of the web site features wherein the one characteristic of the one web site feature is modified in one or more predetermined manners based upon at least one other characteristic of the web site feature.

46. (Original) The method as claimed in claim 45, further comprising the step of storing the modified characteristic.

47. (Previously Presented) The method as claimed in claim 1, further comprising the step of modifying one of the characteristics of one of the web site features, wherein at least one of the characteristics of at least one other web site feature is modified in accordance with the modification of the one characteristic of the one web site feature.

48. (Original) The method as claimed in claim 47, further comprising the step of storing the modified characteristic.

49. (Previously Presented) The method as claimed in claim 1, further comprising the step of modifying one of the characteristics of one of the web site features, wherein at least one other characteristic of the one web site feature is modified in accordance with the modification of the one characteristic of the one web site feature.



50. (Original) The method as claimed in claim 49, further comprising the step of storing the modified characteristic.

51. (Original) The method as claimed in claim 1, further comprising the step of storing the data entry.

52. (Original) The method as claimed in claim 1, wherein the data entry includes one or more user preferences.

53. (Original) The method as claimed in claim 1, wherein the data entry includes one or more user profiles.

54. (Original) The method as claimed in claim 1, wherein the data entry includes one or more navigation histories.

55. (Currently Amended) A method of creating multimedia information, comprising the steps of:  
receiving data entry including selection of an industry type;  
determining one or more characteristics for each of one or more multimedia information features in response to the data entry;  
creating a framework of the multimedia information based upon the one or more determined characteristics for each of the one or more multimedia information features;

retrieving multimedia information data in accordance with the created framework of the multimedia information;

creating one or more elements of the multimedia information based upon the framework of the multimedia information and the retrieved multimedia information data;

creating one or more interfaces to one or more external sources of multimedia information,

wherein at least one of the external sources includes a call back function that requests a specified message to be forwarded to the external source such that the external source can respond to the message in a predetermined manner;

registering the one or more interfaces of the one or more external sources of multimedia information; and

presenting the created multimedia information.

56. (Currently Amended) A method of creating a web site, comprising the steps of:

receiving data entry including selection of an industry type;

determining one or more characteristics for each of one or more web site features in response to the data entry;

creating a framework of the web site defining at least one interrelationship between at least two features based upon the one or more determined characteristics for each of the one or more web site features;

retrieving web site data in accordance with the created framework of the web site pseudo-randomly from a predetermined web site data subset corresponding to at least a portion of the framework of the web site;

creating one or more pages of the web site based upon the framework of the web site and the retrieved web site data;

generating one or more interfaces to one or more external components on the one or more pages of the web site,

wherein at least one of the external components includes a call back function that requests a specified message to be forwarded to the external component such that the external component can respond to the message in a predetermined manner;

registering the one or more interfaces of the one or more external components; and  
presenting the created web site.

57. (Currently Amended) A method of creating a web site, comprising the steps of:

receiving data entry including selection of an industry type;

determining one or more characteristics for each of one or more web site features in response to the data entry;

creating a framework of the web site based upon the one or more determined characteristics for each of the one or more web site features;

retrieving web site data, including particular web site data, in accordance with the created framework of the web site;

creating one or more pages of the web site based upon the framework of the web site and the retrieved web site data and particular web site data;

generating one or more interfaces to one or more external components on the one or more pages of the web site,

wherein at least one of the external components includes a call back function that requests a specified message to be forwarded to the external component such that the external component can respond to the message in a predetermined manner;

registering the one or more interfaces of the one or more external components; and

presenting the created web site,

wherein the particular web site data is retrieved based upon characteristics of a device for accessing the web site, and

wherein the one or more external components are one or more external server-hosted applications developed by third parties that generate custom content.

58. (Currently Amended) A system for creating a web site, comprising:

an input for receiving data entry; and

a multi-purpose computing device adapted to perform the steps of:

determining one or more characteristics for each of one or more web site features in response to the data entry;

creating a framework of the web site based upon the one or more determined characteristics for each of the one or more web site features;

retrieving web site data in accordance with the created framework of the web site;

creating one or more pages of the web site based upon the framework of the web site and the retrieved web site data;

generating one or more interfaces to one or more external components on the one or more pages of the web site,

wherein at least one of the external components includes a call back function that requests a specified message to be forwarded to the external component such that the external component can respond to the message in a predetermined manner;

registering the one or more interfaces of the one or more external components;

and

presenting the created web site.

59. (Previously Presented) The system as claimed in claim 58, further comprising a storage device for storing the framework of the web site.

60. (Original) The system as claimed in claim 58, wherein the retrieving step includes retrieving particular web site data based upon characteristics of a device for accessing the web site.

61. (Original) The system as claimed in claim 60, wherein the device is a general-purpose computer.

62. (Original) The system as claimed in claim 60, wherein the device is a wireless device.

63. (Original) The system as claimed in claim 60, wherein the device is a multi-purpose input-output device.

64. (Previously Presented) The system as claimed in claim 58, wherein one of the web site features is web site content.

65. (Previously Presented) The system as claimed in claim 58, wherein one of the web site features is web site layouts.

66. (Previously Presented) The system as claimed in claim 58, wherein one of the web site features is web site navigations.

67. (Previously Presented) The system as claimed in claim 58, wherein one of the web site features is web site component applications.

68. (Previously Presented) The system as claimed in claim 58, wherein one of the web site features is web site colors.

69. (Previously Presented) The system as claimed in claim 58, wherein one of the web site features is web site theme.

70. (Previously Presented) The method as claimed in claim 58, wherein one of the web site features is web site framework.

71. (Previously Presented) The method as claimed in claim 58, wherein one of the web site features is web site graphics.

72. (Previously Presented) The method as claimed in claim 58, wherein one of the web site features is web image set.

73. (Previously Presented) The system as claimed in claim 58, wherein one of the web site features is platforms for accessing the web site.

74. (Previously Presented) The system as claimed in claim 58, wherein the framework of the web site is created from one or more predetermined subsets of characteristic frameworks corresponding to at least one of the one or more determined characteristics.

75. (Previously Presented) The system as claimed in claim 74, wherein the framework of the web site is created pseudo-randomly.

76. (Previously Presented) The system as claimed in claim 74, wherein the framework of the web site is created in a non-deterministic manner.

77. (Previously Presented) The system as claimed in claim 74, wherein the framework of the web site is created randomly.

78. (Original) The system as claimed in claim 58, wherein at least one of the one or more characteristics is determined from one or more predetermined subsets of characteristics corresponding to at least a portion of the data entry.

79. (Original) The system as claimed in claim 78, wherein the at least one of the one or more characteristics is determined pseudo-randomly.

80. (Original) The system as claimed in claim 78, wherein the at least one of the one or more characteristics is determined in a non-deterministic manner.

81. (Original) The system as claimed in claim 78, wherein the at least one of the one or more characteristics is determined randomly.

82. (Previously Presented) The system as claimed in claim 58, wherein the web site data is retrieved from a predetermined web site data subset corresponding to at least a portion of the framework of the web site.

83. (Original) The system as claimed in claim 82, wherein the web site data is retrieved pseudo-randomly.

84. (Original) The system as claimed in claim 82, wherein the web site data is retrieved in a non-deterministic manner.

85. (Original) The system as claimed in claim 82, wherein the web site data is retrieved randomly.



86. (Original) The system as claimed in claim 58, wherein the web site data is retrieved from a predetermined web site data subset corresponding to at least one of the one or more determined characteristics.

87. (Original) The system as claimed in claim 86, wherein the web site data is retrieved pseudo-randomly.

88. (Original) The system as claimed in claim 86, wherein the web site data is retrieved in a non-deterministic manner.

89. (Original) The system as claimed in claim 86, wherein the web site data is retrieved randomly.

90. (Original) The system as claimed in claim 58, further comprising a storage device for storing the one or more determined characteristics.

91. (Previously Presented) The system as claimed in claim 58, wherein the multi-purpose computing device is adapted to further perform the step of modifying one of the characteristics of one of the web site features without changing at least one of the characteristics of at least one other of the web site features.

92. (Previously Presented) The system as claimed in claim 91, wherein when the one characteristic of the one web site feature is modified, none of the characteristics of the other web site features is thereby modified.

93. (Previously Presented) The system as claimed in claim 91, wherein the framework is recreated upon the modification of the one characteristic of the one web site feature.

94. (Previously Presented) The system as claimed in claim 93, further comprising a storage device for storing the recreated framework of the web site.

95. (Previously Presented) The system as claimed in claim 91, wherein the one characteristic of the one web site feature is modified in one or more predetermined manners based upon one or more characteristics of one or more of the other web site features.

96. (Original) The system as claimed in claim 91, further comprising a storage device for storing the modified characteristic.

97. (Previously Presented) The system as claimed in claim 58, wherein the multi-purpose computing device is adapted to further perform the step of modifying one of the characteristics of one of the web site features wherein the framework is regenerated upon the modification of the one characteristic of the one web site feature.

98. (Previously Presented) The system as claimed in claim 97, further comprising a storage device for storing the recreated framework of the web site.

99. (Original) The system as claimed in claim 97, further comprising a storage device for storing the modified characteristic.

100. (Previously Presented) The system as claimed in claim 58, wherein the multi-purpose computing device is adapted to further perform the step of modifying one of the characteristics of one of the web site features wherein the one characteristic of the one web site feature is modified in one or more predetermined manners based upon one or more characteristics of one or more of the other web site features.

101. (Original) The system as claimed in claim 100, further comprising a storage device for storing the modified characteristic.

102. (Previously Presented) The system as claimed in claim 58, wherein the multi-purpose computing device is adapted to further perform the step of modifying one of the characteristics of one of the web site features wherein the one characteristic of the one web site feature is modified in one or more predetermined manners based upon at least one other characteristic of the web site feature.

103. (Original) The system as claimed in claim 102, further comprising a storage device for storing the modified characteristic.

104. (Previously Presented) The system as claimed in claim 58, wherein the multi-purpose computing device is adapted to further perform the step of modifying one of the characteristics of one of the web site features, wherein at least one of the characteristics of at least one other web site feature is modified in accordance with the modification of the one characteristic of the one web site feature.

105. (Original) The system as claimed in claim 104, further comprising a storage device for storing the modified characteristic.

106. (Previously Presented) The system as claimed in claim 58, wherein the multi-purpose computing device is adapted to further perform the step of modifying one of the characteristics of one of the web site features, wherein at least one other characteristic of the one web site feature is modified in accordance with the modification of the one characteristic of the one web site feature.

107. (Original) The system as claimed in claim 106, further comprising a storage device for storing the modified characteristic.

108. (Original) The system as claimed in claim 58, wherein the data entry includes one or more user preferences.

109. (Original) The system as claimed in claim 58, wherein the data entry includes one or more user profiles.

110. (Original) The system as claimed in claim 58, wherein the data entry includes one or more navigation histories.

111. (Previously Presented) The system as claimed in claim 58, further comprising a storage device for storing the framework of the web site.

112. (Currently Amended) A system for generating multimedia information, comprising:

an input for receiving data entry;

a multi-purpose computing device adapted to perform the steps of:

determining one or more characteristics for each of one or more multimedia information features in response to the data entry;

creating a framework of the multimedia information based upon the one or more determined characteristics for each of the one or more multimedia information features;

retrieving multimedia information data in accordance with the created framework of the multimedia information;

creating one or more elements of the multimedia information based upon the framework of the multimedia information and the retrieved multimedia information data;

creating one or more interfaces to one or more external sources of multimedia information.

wherein at least one of the external sources includes a call back function that requests a specified message to be forwarded to the external sources such that the external source can respond to the message in a predetermined manner;

registering the one or more interfaces of the one or more external sources of multimedia information; and

presenting the created multimedia information.

113. (Currently Amended) A system for creating a web site, comprising:

an input for receiving data entry;

a multi-purpose computing device adapted to perform the steps of:

determining one or more characteristics for each of one or more web site features in response to the data entry;

creating a framework of the web site defining at least one interrelationship between at least two features based upon the one or more determined characteristics for each of the one or more web site features;

retrieving web site data in accordance with the created framework of the web site pseudo-randomly from a predetermined web site data subset corresponding to at least a portion of the framework of the web site;

creating one or more pages of the web site based upon the framework of the web site and the retrieved web site data;

generating one or more interfaces to one or more external components on the one or more pages of the web site,

wherein at least one of the external components includes a call back function that requests a specified message to be forwarded to the external component such that the external component can respond to the message in a predetermined manner;

registering the one or more interfaces of the one or more external components;

and

presenting the created web site.

114. (Currently Amended) A system for creating a web site, comprising:

an input for receiving data entry;

a multi-purpose computing device adapted to perform the steps of:

determining one or more characteristics for each of one or more web site features

in response to the data entry;

creating a framework of the web site based upon the one or more determined

characteristics for each of the one or more web site features;

retrieving web site data, including particular web site data, in accordance with the created framework of the web site;

creating one or more pages of the web site based upon the framework of the web site and the retrieved web site data;

generating one or more interfaces to one or more external components on the one or more pages of the web site,

wherein at least one of the external components includes a call back function that requests a specified message to be forwarded to the external component such that the external component can respond to the message in a predetermined manner;

registering the one or more interfaces of the one or more external components;  
and  
presenting the created web site,  
wherein the particular web site data is retrieved based upon characteristics of a device for  
accessing the web site, and  
wherein the one or more external components are one or more external server-hosted  
applications developed by third parties that generate custom content.

115. (Currently Amended) A system for creating a web site, comprising:

means for receiving data entry;  
means for determining one or more characteristics for each of one or more web site  
features in response to the data entry;  
means for creating a framework of the web site based upon the one or more determined  
characteristics for each of the one or more web site features;  
means for retrieving web site data in accordance with the created framework of the web  
site;  
means for creating one or more pages of the web site based upon the framework of the  
web site and the retrieved web site data;  
means for generating one or more interfaces to one or more external components on the  
one or more pages of the web site,  
wherein at least one of the external components includes a call back function that  
requests a specified message to be forwarded to the external component such that the external  
component can respond to the message in a predetermined manner;



means for registering the one or more interfaces of the one or more external components;  
and

means for presenting the created web site.

116. (Currently Amended) A set of computer program instructions for creating a web site,  
comprising:

an instruction for receiving data entry;

an instruction for determining one or more characteristics for each of one or more web  
site features in response to the data entry;

an instruction for creating a framework of the web site based upon the one or more  
determined characteristics for each of the one or more web site features;

an instruction for retrieving web site data in accordance with the created framework of  
the web site;

an instruction for creating one or more pages of the web site based upon the framework  
of the web site and the retrieved web site data;

an instruction for generating one or more interfaces to one or more external components  
on the one or more pages of the web site;

an instruction for registering the one or more interfaces of the one or more external  
components,

wherein at least one of the external components includes a call back function that  
requests a specified message to be forwarded to the external component such that the external  
component can respond to the message in a predetermined manner; and

an instruction for presenting the created web site.

117. (Currently Amended) A method of creating a web site, comprising the steps of:

- receiving data entry;
- retrieving a stored framework of the web site based upon the data entry;
- retrieving web site data in accordance with the retrieved framework of the web site;
- creating one or more pages of the web site based upon the retrieved framework of the web site and the retrieved web site data;
- generating one or more interfaces to one or more external components on the one or more pages of the web site,
  - wherein at least one of the external components includes a call back function that requests a specified message to be forwarded to the external component such that the external component can respond to the message in a predetermined manner;
- registering the one or more interfaces of the one or more external components; and
- presenting the created web site.

118. (Currently Amended) A system for creating a web site, comprising:

- an input for receiving data entry;
- a multi-purpose computing device adapted to perform the steps of:
  - retrieving a stored framework of the web site based upon the data entry;
  - retrieving web site data in accordance with the retrieved framework of the web site;
  - creating one or more pages of the web site based upon the retrieved framework of the web site and the retrieved web site data;

generating one or more interfaces to one or more external components on the one or more pages of the web site,

wherein at least one of the external components includes a call back function that requests a specified message to be forwarded to the external component such that the external component can respond to the message in a predetermined manner;

registering the one or more interfaces of the one or more external components;  
and

presenting the created web site.

119. (Currently Amended) A method of creating web site data, comprising the steps of:

receiving data entry;  
correlating the received data entry with pre-created web site data stored in database storages based at least in part upon relevancy;  
selecting particular web site data based at least in part upon its relevancy;  
creating a framework of the web site data based at least in part upon the selected particular web site data and the received data entry;  
creating one or more elements of web site data based upon the framework of the web site data and the selected particular web site data;  
generating one or more interfaces to one or more external components in the one or more elements of the web site data,

wherein at least one of the external components includes a call back function that requests a specified message to be forwarded to the external component such that the external component can respond to the message in a predetermined manner;

registering the one or more interfaces of the one or more external components; and [[:]]  
presenting the created web site data.